Abstract

A web site visualization tool useful for business analytics is described. The visualization tool has a web server for displaying a graphical user interface (GUI), and a database for storing web pages and web page metrics. The web server includes a relationship engine for maintaining stored web page linkages and decision support tools for generating metrics related to the stored web pages. The web server displays a GUI to a user via a standard client web browser. In one embodiment, the GUI includes a standard report region with thumb-print size web page images located in the periphery surrounding the report region and connected to the corresponding entries in the report region. In another embodiment, the GUI includes a web page region and a web page information region having metrics and other information related to the web page displayed in the web page region. The web page is navigable by the user and navigation by the user causes the web server to update the web page information region with the appropriate information corresponding to the updated web page displayed.